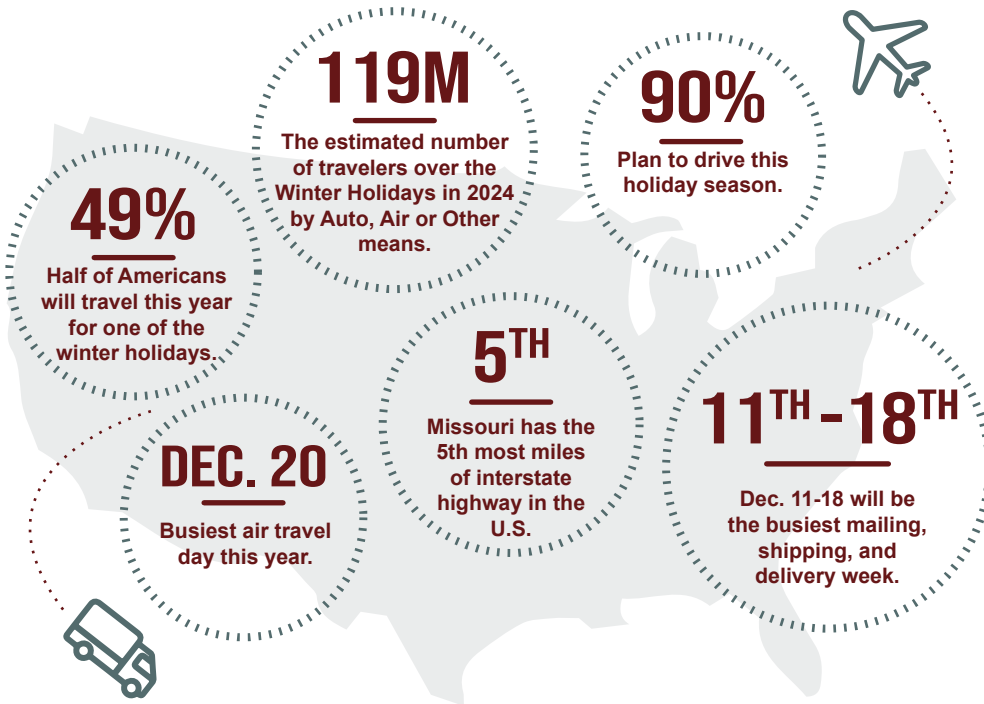


Winter Holiday

OUTLOOK

TRAVEL AND SHIPPING



LOCAL FACTS

NOEL, MO



Once a year, a city in McDonald County changes the pronunciation of its name for a very special postage stamp. The city of Noel, pronounced "Nole," becomes "Noel" (no-ell) this time of year for the annual Christmas postmark.

The 90-year tradition lives on, as volunteers work in the post office lobby from Thanksgiving to Christmas Eve to affix a special stamp on the incoming letters. This year, they expect to stamp more than 50,000. Over the years, cards have come in from across the nation and the world.



1,944

Number of acres dedicated to Christmas tree production in Missouri in 2022.

\$1.12 M

The estimated value of Christmas tree production in Missouri in 2022.

21,461

Christmas tree inventory in 2022 measured in trees.

SPENDING PLANS

\$28.6 BILLION

Total expected spending on gift cards this season. The top three gift cards consumers plan on purchasing are Restaurants (30%), Department stores (25%), and Bank-issued (25%).

92%

Percent of consumers who plan to celebrate the winter holidays, including Thanksgiving, Kwanzaa, Hanukkah, and Christmas, and big shopping days, such as Black Friday, Small Business Saturday, Cyber Monday, and Super Saturday.

\$902

The amount shoppers plan to spend overall on gifts and holiday items this year.

54%

Clothing is the No. 1 gift item, followed by gift cards (44%), toys (36%), video games and other media (31%), and food or candy (30%).

2.5-3.5%

NRF forecasts that holiday spending will reach record levels during November and December, growing between 2.5% and 3.5% over 2023 between \$979.5 billion and \$989 billion.

44%

The internet remains the most popular source for gift ideas, with 44% of shoppers using online search for inspiration. Other top sources include friends and family (36%), in store (30%) and wish lists (26%).

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